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**ACURA® AND PANASONIC ADVANCE AUDIO PERFORMANCE  
TO NEW HIGH IN 2007 MDX®**

*Acura/ELS Surround® Premium audio system delivers great sound from all sources*

October 5, 2006 (Los Angeles) The highly-anticipated all-new 2007 Acura MDX luxury SUV will be available with the critically acclaimed Acura/ELS Surround® Premium Audio System when the vehicle goes on sale October 17th. The completely redesigned MDX combines bold styling, track-tuned performance and the latest technology, making it one of the most advanced SUVs on the road.

Re-engineered for the acoustics of this performance-luxury SUV, the state-of-the-art Panasonic Automotive system features ELS Surround's studio-quality sound with an added kick from the all-new 20cm (FYI - we call the speakers out in inches in our press kit) Super Low Distortion Driver (SLDD) subwoofer that delivers bass with exceptional clarity and energy. Featured as a key component of the optional MDX Technology and Sport packages, the Acura/ELS Surround Premium Audio System made its debut in the 2004 TL® sedan and now is also available in the recently introduced RDX™ Crossover SUV.

The Acura/ELS Surround Premium Audio System, which takes its name from system collaborator and multi-Grammy® Award winning producer/engineer Elliot "Els" Scheiner, includes 10 speakers, 410 watts of amplification, six-disc in-dash DVD-Audio player,

MP3 and WMA playback, AM/FM and XM<sup>®</sup> Satellite radio as well as an auxiliary input for portable music players such as an iPod. The sound is delivered through ten optimally -placed speakers that surround the driver and passengers with “studio-quality” sound.

Designed to please even the most discerning listeners, the system features DVD-Audio playback that provides a discrete multi-channel surround sound for a truly amazing audio experience. Additionally, the Acura/ELS Surround Premium Audio System in the MDX provides specific equalization setting to deliver spectacular sound from all audio sources, including CD, MP3 or iPod, as well as surround sound from DVD-videos played on the optional Acura DVD Rear Entertainment system.

Since its introduction in the TL, the Acura/ELS Surround Premium Audio System has built a reputation as the "musician's choice" for its remarkable reproduction of studio quality audio. Scheiner comments, speaking from experience: "The goal of the ELS Surround system in the MDX is to reproduce the studio experience in the vehicle. It's easy for me to make that comparison. I listened to some of my recent projects, such as Foo Fighters, the Eagles and Donald Fagen, when we were tuning the system for the MDX. It's amazingly true to what I hear in the studio."

The Acura/ELS Surround Premium Audio System is designed to integrate perfectly into the MDX's performance-oriented driving environment.

“The MDX is the flagship SUV from Acura. The performance of the Acura/ELS Surround Premium Audio System aligns perfectly with the MDX core themes of driving

enthusiasm, intelligent functionality, technology and luxury. Working with Elliot and Panasonic, Acura has expanded upon the success of the systems in the TL and the RDX to deliver an audio experience in the MDX which is truly unique in the marketplace," said Frank Paluch, Vice President of Research and Development and Chief Engineer for the new Acura MDX.

Cary Wilson, Chief Technology Officer and Senior Vice President of Engineering, attributes the system's success to the combination of talents involved in its creation. "The success of Acura/ELS Surround is derived from a unique combination of artistry, technology and engineering that's unmatched in the market. Elliot brings his creativity and knowledge of how great music is made, Panasonic provides audio technology and experience in consumer electronics, and Acura brings unrivaled automotive engineering. When you look at Acura/ELS Surround from that perspective, it's no surprise that it delivers a very special listening experience."

#### ELS Surround® Premium Audio System Highlights

- 10 speaker system configuration using neodymium magnetic circuits
  - o 4cm soft dome tweeters which reproduce a wide frequency range and low distortion
  - o 8cm center speaker with dual thickness cone with micro-cell foam edge
  - o 17cm front door speakers featuring extremely light-weight designs
  - o 17cm rear door speakers featuring extremely light-weight designs
  - o 8cm rear surround speakers with dual thickness cone with micro-cell foam edge
  - o 20cm Subwoofer with patented SLDD design

- 410 Watt of system amplification
  - o Multi-channel DSP power amplifier with 96kHz, 24bit performance and adjustable equalization to optimize each individual music source
  - o Speed dependent volume control
  - o PWM subwoofer amplifier

For more information about the ELS Surround<sup>®</sup> Premium Audio System visit online at [elssurround.com](http://elssurround.com).

#### **About Elliot Scheiner**

Elliot Scheiner is widely considered to be the world's leading authority in surround sound recording/mixing. A highly sought-after producer and engineer, his pioneering efforts in surround sound are credited with establishing the foundation for the genre. His career includes work with such music legends as The Eagles, Steely Dan, REM, Faith Hill, Queen, Sting, Van Morrison and Grover Washington Jr. In addition to working with Donald Fagen on his 2006 release of *Morph The Cat*, Scheiner's recent work includes mixing for the Foo Fighters, a continuing relationship with The Eagles and Beck. His extensive industry accolades include 20 Grammy Award nominations, five Grammy Awards -- his most recent for album of the year, Steely Dan's *Two Against Nature*. Scheiner has also been awarded an Emmy<sup>®</sup> Award for his work with the Eagles on their farewell tour broadcast and holds four Emmy Award nominations. A TEC Hall of Fame inductee, Scheiner is the inaugural recipient of the Surround Pioneer Award, which was created to honor individuals who have made significant, groundbreaking contributions to the art of surround music production. He holds an honorary Doctor of Music degree from the legendary Berklee College of Music and is also the only American to be awarded the lauded Master of Sound honor from the Japan Audio Society.

#### **About Panasonic Automotive Systems**

Based in Peachtree City, Georgia, and with Detroit area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (NYSE: MC) of Osaka, Japan, one of the world's leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic Automotive Systems Company, a division of Matsushita Electric Industrial Co., Ltd., which coordinates global automotive industry systems and components operations. For more information on Panasonic and Matsushita Electric, visit [www.panasonic.com](http://www.panasonic.com).

#### **About Acura**

Acura offers a full line of technologically advanced luxury performance vehicles through a nationwide network of more than 260 dealers. The 2007 Acura lineup features five distinctive models, the RL luxury performance sedan, the TL performance luxury sedan,

the TSX sports sedan, the turbo-charged RDX luxury crossover utility vehicle and the award-winning MDX luxury sport utility vehicle. For more information about Acura vehicles, please visit [www.acura.com](http://www.acura.com). For media inquiries, please go to [www.acuranews.com](http://www.acuranews.com).

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